Marketing and Logistics Collection Development Policy

Purpose

The collection supports present and anticipated teaching and research in the field of Marketing and its sub-disciplines. Materials are primarily purchased based on the requests of the Marketing faculty.

The department offers a B.S. in Marketing.

The College of Business offers a B.S. in Business Administration with a marketing concentration and with a computer science option.

More information about the Department and the Program can be found here.

In addition to the support for the specific degree program of the Marketing Department, the collection also serves as a resource for undergraduate and graduate students and faculty in the other business disciplines. Related departments and programs which cover subjects of interest to Marketing include Economics and Finance, Management, Accounting, and Hotel, Restaurant and Tourism, Psychology, and Drama and Communications.

Language

The language of acquisition is English.

Chronological Guidelines

The primary focus of the collection is on contemporary research.

Geographical Guidelines

Primary emphasis is on the United States. Secondary emphasis is on the international area due to the growing importance of international business in the United States.

Treatment of Subject

Theoretical works and published research are most important. Statistical and mathematical works are also collected, as are works dealing with the role of government in business. Histories are of less importance generally, but in some areas, for example, advertising, they are acquired.

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Practice and methods and legal aspects of marketing are selectively acquired. Elementary textbooks are not normally acquired, but textbooks on the advanced level are acquired on a selective basis.

**Types of Material**

Monographs and serial publications form the basis for acquisitions in all formats including print, microformat, and electronic. Reference materials, including bibliographies, dictionaries, handbooks, and encyclopedias are acquired. Abstracts and indexes covering marketing and related subjects are acquired. Law materials including court decisions, digests, citators, and regulations and rulings are acquired. Theses and dissertations from other institutions are acquired on a highly selective basis.

Publications of U.S. government agencies are acquired through the U.S. Federal Depository Program. Publications of the European Union are acquired through the EU Depository Program. Other international documents are selectively acquired through the United Nations, the O.E.C.D., the I.M.F., and other international organizations.

Publications and proceedings of national and international marketing organizations and societies are selectively acquired.

**Date of Publication**

Emphasis is on materials published within the past ten years. Current materials are most important. Retrospective materials may be selectively acquired and may be purchased in microform formats, such as backfiles of newly acquired serial titles.

**Other Resources**

The Government Documents collection with the University Library is a source of much material that supports the programs of the Marketing Department. Especially important are statistical publications of the Bureau of the Census, the Bureau of Labor Statistics, the reports and regulations of the federal government's agencies, and legislative materials. The Louisiana Collection, which contains state documents as well as other materials on Louisiana, is an important collection also.

**Related Policy Statements**

Other information related to Marketing will be found in the following policy statements:

- Hotel, Restaurant and Tourism: travel and tourism
- Management: business ethics

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• Sociology: demographics
• Drama and Communications: communication